1991 OOH PLANNING SCHEDULE 11/21/90 — REVISION #4

MEDIA CATEGORY All 12 month committments except 30-SHT/LA Parl.	$MONTHLY	# DISPLAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	COMMENTS
MARLBORO POOL															
BULLETINS	3,789,179	1,026	M	M	M	M	M	M	M	M	M	M	M	M	
8-SHT HISP	58,224	588	M	M	M	M	M	M	M	M	M	M	M	M	
DIORAMAS (All)	71,459	59	M	M	M	M	M	M	M	M	M	M	M	M	
PARLIAMENT POOL															
BULLETINS															
NEW YORK/NJ	94,992	11	P	P	P	P	P	P	P	P	P	P	P	P	
LOS ANGELES	64,403	9	P	P	P	P	P	P	P	P	P	P	P	P	
PHILADELPHIA	37,190	10	P	P	P	P	P	P	P	P	P	P	P	P	
CHICAGO	53,547	10	P	P	P	P	P	P	P	P	P	P	P	P	
30 SHEET															
NEW YORK	37,523	67	P	P	P	P	P	P	P	P	P	P	P	P	
LOS ANGELES (JAN)	219,699	500	P			P					P				
(APR/SEP	297,054	750													
CORPORATE POOL															
BULLETINS	1,156,125	335	K	K		V	T V, B	T VS, B	B, T	B, T	VS	V, T	V, B, T	B	Total Corp. Bulletin Pool: $1,362,967 = Total Monthly Cost 381 = Total Bulletins
KEY MARKETS															
CUT-IN CHICAGO	89,454	26	P												
CUT-IN L.A.	124,893	30	P												
CUT-IN BOSTON	35,318	6	P	P	P	P	P	M	P	M	M	M	M	M	
OOP- KEY MARKETS															
30-SHEET	2,117,347	5,866	K	K		K		K		K			K		
KEY MARKETS					A	V, B	V, B, T	VS, B, T	T, A P	T	VS, B	V, B, T	V, B, T	A	
CUT-IN BOSTON															
CUT-IN/OOP 30-SHEET	937,598	2,714		A											
CUT-IN/OOP 30-SHEET	345,231	892		K											
HISP BULLETINS	81,080	34	M	M	M	M	M	M	M	M	M	M	M	M	
HISP BULLETINS-KEY MRKTS						B	B	B			B	B	B		
BL ETHNIC BULLETINS	268,696	94	B	B				B	B						
8-SHT HISP	67,956	628	M	M	M	M, V	V		M	M		V	M	M	
MALLS-HAWAII	41,000	90	V*	V*	VS	VS	B	B	B		B	B	B		
CONVENIENCE STORES	511,080	4,646	K	K		V	V, K	VS			VS	V	V		
SUPERCLOCKS	315,000	3,700	VS*	VS*, V	VS*, V	VS*	VS*, T	VS*	VS*	VS*, V, T	VS*, V	VS*	VS*	VS*	

ARIZONA
Cut in
for Bath
Denic
OOP/Corp + Mail - Built
OOP/30S - 30 sheet

2040424072

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1991 OOH PLANNING SCHEDULE11/21/90 REVISION #4

MEDIA CATEGORY	$MONTHLY	# DISPLAYS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	COMMENTS
CORPORATE (Cont'd)															
BUS SHELTERS															
NEW YORK	250,160	500	P	M		M, V	V, T	M, VS		M, T	VS	M, V	V, T	M	
WASH DC	56,505	100	M	M		M, V	V, T	M, VS		M, T	VS	M, V	V, T	M	
MIAMI	37,372	122	M	M		M, V	V, T	M, VS		M, T	VS	M, V	V, T	M	
LOS ANGELES	65,565	125	M	M		M, V	V, T	M, VS		M, T	VS	M, V	V, T	M	
SAN FRANCISCO	64,801	114	M	M		M, V	V, T	M, VS		M, T	VS	M, V	V, T	M	
LOUISVILLE		1	M	M		M, V	V, T	M, VS		M, T	VS	M, V	V, T	M	
2-SHT COMM RAIL															
NEW YORK	39,649	1,050	P	P		V	V, T	VS	P	T	P, VS	V	V, T		
LOUISVILLE	334	2	P	P											
2-SHT SUBWAY															
NEW YORK	42,195	1,387	P	M		M		M	P	M	P	M		M	
WASH. D.C.	13,622	129	M	M		M		M		M		M		M	
2-SHT HISP SUBWAY	7,395	386	M	M	M	M			M	M			M	M	
COMM CLOCKS - HISP	18,775	143	M	M	M	M			M	M			M	M	
DIRECTIONAL CLOCKS															
NEW YORK	19,735	138	P	M		M	T	M	P	M, T	P				
CHICAGO	735	6	P	M	P	M	T	M	P	P, M, T	P		T		
COMM CLOCKS															
NEW YORK	95,495	685	P	M		M	T	M	P	M, T	P		T		
PHILADELPHIA	9,216	40	P	M	P	M	T	M	P	P, M, T	P		T		
CHICAGO	24,564	136	P	M	P	M	T	M	P	P, M, T	P		T		
PORTLAND, ME	493	1	P	M	P	M	T	M	P	P, M, T	P		T		
Boston Airport		4	P	M											
TAXI TOPS															
NEW YORK	86,780	1,200	M	M	M	M	T	M	M	T	M	M	M	M	
BOSTON	39,539	650	P	M			P, T		P	T	P				
ALL OOP BUYS (NON 12 MTH COMMITMENTS)															
8-SHEET BLACK	136,551	1,143			A	V	V					V	V		
CAR CARDS															
NEW YORK	61,263	5,000	P						P		P				
COMM 2 SHEET															
OOP-PHILA.	9,965	160	P	P					P	P					
OOP-CHICAGO	14,120	220	P						P		P				

**** CORPORATE DICTATE***

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